



WJLA-TV/DT WASHINGTON, DC

WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

Cross Roads Media  
66 Canal Center Plaza,  
Suite 555  
Alexandria, VA 22314

## Contract # 195741

### Schedule Dates

09/14/12-09/23/12

### Advertiser

Crossroads GPS (14764)

### Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

### Product

Political-Political (1088)

### Brand

984-GPS 9/14-9/23 (71604)

### Salesperson

Monares, Barbara (1108)

### Sales Office

WJLA - Core Team

### Buyer Name

MARONEY,STEPHANIE

### Phone/Fax

(703) 299-1760 /

### CPE

984-GPS 9/14-9/23

### Account Types

Local/Political Issue Agency

### Billing Type

Standard

### Comments

984-GPS 9/14-9/23

Date Entered 09/12/12

Last Modified 09/12/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$36,825.00

Net Total \$208,675.00

Sales Tax

### WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Sep. 2012 130 \$245,500.00

Grand Total: 130 \$245,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A							1		1	\$550.00	\$550.00	WJLA Arlington (WJLA)		9/12/12
2.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A		1	1	1	1	1			5	\$550.00	\$2,750.00	WJLA Arlington (WJLA)		9/12/12
3.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A							1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/12/12
4.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		9/12/12
5.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA							2		2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/12/12
6.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA		2	2	2	2	2			10	\$1,600.00	\$16,000.00	WJLA Arlington (WJLA)		9/12/12
7.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A							1		1	\$200.00	\$200.00	WJLA Arlington (WJLA)		9/12/12

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**Product** Political-Political (1088)  
**Brand** 984-GPS 9/14-9/23 (71604)  
**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (703) 299-1760 /  
**CPE** 984-GPS 9/14-9/23  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** 984-GPS 9/14-9/23

**Date Entered** 09/12/12  
**Last Modified** 09/12/12  
**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$36,825.00  
**Net Total** \$208,675.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Broadcast Month**  
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**Grand Total:** 130 \$245,500.00

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8.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1	1	1	1	1			5	\$200.00	\$1,000.00	WJLA Arlington (WJLA)		9/12/12
9.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/12/12
10.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	9A- LIVE!					1				1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/12/12
11.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	9A- LIVE!	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		9/12/12
12.0	Normal Line / SPOT	09/15/12-09/16/12	2	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/12/12
13.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	10A- RACHAEL RAY						1			1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/12/12
14.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	10A- RACHAEL RAY	1	1	1	1	1	1			5	\$800.00	\$4,000.00	WJLA Arlington (WJLA)		9/12/12
15.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	10:58A- ABC-THE VIEW						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
16.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	10:58A- ABC-THE VIEW	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/12/12
17.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON						1			1	\$1,400.00	\$1,400.00	WJLA Arlington (WJLA)		9/12/12
18.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/12/12

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### Sales Office

WJLA - Core Team

### Buyer Name

MARONEY,STEPHANIE

### Phone/Fax

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### CPE

984-GPS 9/14-9/23

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19.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)						1			1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/12/12
20.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1	1	1	1	1			5	\$900.00	\$4,500.00	WJLA Arlington (WJLA)		9/12/12
21.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	3:01P- ANDERSON COOPER SHOW						1			1	\$1,300.00	\$1,300.00	WJLA Arlington (WJLA)		9/12/12
22.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	3:01P- ANDERSON COOPER SHOW		1	1	1	1	1			5	\$1,300.00	\$6,500.00	WJLA Arlington (WJLA)		9/12/12
23.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P						1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
24.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12
25.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P						1			1	\$1,900.00	\$1,900.00	WJLA Arlington (WJLA)		9/12/12
26.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$1,900.00	\$9,500.00	WJLA Arlington (WJLA)		9/12/12
27.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6:27P- 6:30P (EST)						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD.	9/12/12
28.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6:27P- 6:30P (EST)		1	1	1	1	1			5	\$4,000.00	\$20,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD.	9/12/12

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**Product** Political-Political (1088)  
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**Salesperson** Monares, Barbara (1108)  
**Sales Office** WJLA - Core Team  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (703) 299-1760 /  
**CPE** 984-GPS 9/14-9/23  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** 984-GPS 9/14-9/23

**Date Entered** 09/12/12  
**Last Modified** 09/12/12  
**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
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29.0	Normal Line / SPOT	09/16/12-09/23/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/12/12
30.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	6:58P- WHEEL OF FORTUNE						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/12/12
31.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	6:58P- WHEEL OF FORTUNE		1	1	1	1	1			5	\$4,000.00	\$20,000.00	WJLA Arlington (WJLA)		9/12/12
32.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	7:27P- JEOPARDY						1			1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/12/12
33.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	7:27P- JEOPARDY		1	1	1	1	1			4	\$5,000.00	\$20,000.00	WJLA Arlington (WJLA)		9/12/12
34.0	Normal Line / SPOT	09/20/12-09/20/12	2	:30	7:27P- JEOPARDY					1				1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		9/12/12
35.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/12/12
36.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/12/12
37.0	Normal Line / SPOT	09/15/12-09/22/12	2	:30	7:29P- JEOPARDY WEEKEND							1		2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/12/12
38.0	Normal Line / SPOT	09/17/12-09/17/12	2	:30	7:57P- ABC-CMA MUSIC FESTIVAL		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12
39.0	Normal Line / SPOT	09/18/12-09/18/12	2	:30	9P- ABC-20/20								1	1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12

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**Sales Office** WJLA - Core Team  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (703) 299-1760 /  
**CPE** 984-GPS 9/14-9/23  
**Account Types** Local/Political Issue Agency  
**Billing Type** Standard  
**Comments** 984-GPS 9/14-9/23

**Date Entered** 09/12/12  
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**Entered By** Barbara Monares  
**CO-OP** No  
**Headline #**  
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**Package Deal**  
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40.0	Normal Line / SPOT	09/14/12-09/21/12	2	:30	10P-ABC-20/20						1			2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/12/12
41.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	20938-NEWS-ABC 7 NEWS @ 11P						1			1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/12/12
42.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	20938-NEWS-ABC 7 NEWS @ 11P		1	1	1	1	1			5	\$2,800.00	\$14,000.00	WJLA Arlington (WJLA)		9/12/12
43.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	49886-ABC-ABC NIGHTLINE						1			1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
44.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	49886-ABC-ABC NIGHTLINE		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/12/12
45.0	Normal Line / SPOT	09/15/12-09/15/12	2	:30	11:30P-NEWS-ABC 7 NEWS @ 11P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
46.0	Normal Line / SPOT	09/22/12-09/22/12	2	:30	11:30P-NEWS-ABC 7 NEWS @ 11P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
47.0	Normal Line / SPOT	09/16/12-09/16/12	2	:30	11P-NEWS-ABC 7 NEWS @ 11P							1		1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
48.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	11:02P-NEWS-ABC 7 NEWS @ 11P								1	1	\$1,600.00	\$1,600.00	WJLA Arlington (WJLA)		9/12/12
49.0	Normal Line / SPOT	09/14/12-09/14/12	2	:30	12:02A-ABC-JIMMY KIMMEL							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		9/12/12

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### Comments

984-GPS 9/14-9/23

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Barbara Monares

No

### CO-OP

Headline #

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Normal

Package Deal

Commission %

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\$36,825.00

Net Total

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50.0	Normal Line / SPOT	09/17/12-09/21/12	2	:30	12:02A- ABC-JIMMY KIMMEL	1	1	1	1	1	1			5	\$600.00	\$3,000.00	WJLA Arlington (WJLA)		9/12/12

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